Cleveland Clinic Heart Health Survey
Survey Objectives and Methodology

• This survey of the general population gathered insights into Americans’ perceptions of heart disease and exercise.

• This was a telephone survey of 1,009 adults, 487 men and 522 women 18 years of age and older, living in the continental United States.
  – The numbers are weighted to be nationally representative.
  – Interviewing for this CARAVAN® Survey was completed October 22-25, 2015.
  – 509 interviews were from the landline sample and 500 interviews were from the cell phone sample.

• Differences between various demographic groups were also explored:
  – Gender
  – Age
  – Geographic region

• Survey results have a margin of error of +/- 3.09 percent at the 95% confidence level for the total sample.
Exercise Habits & Barriers
While the majority of Americans usually exercise for at least 30 minutes each week, many are still not getting the recommended 2.5 hours per week.

- Most Americans (86%) exercise on a weekly basis, with men being more likely than women to exercise for a longer period of time.
  - Thirty-eight percent of men exercise at least five hours per week, compared to only 27 percent of women who work out this amount.
- However, two-fifths (40%) of Americans are exercising less than the recommended length of time each week (at least 2.5 hours).

This may be attributed to a lack of awareness, as many Americans don’t know the recommended amount of exercise they should be performing each week.

- Only 20 percent of Americans know that the recommended amount of weekly moderate aerobic exercise is at least 2.5 hours.
  - About the same amount incorrectly think it is at least 5 hours (19%), at least 4 hours (20%), at least 1.5 hours (16%) or at least 30 minutes (22%).
  - Women are more likely than men to believe the recommended amount is at least 30 minutes (25% vs. 18%, respectively).
- People likely believe that whatever amount they are exercising is the right amount, as perceptions and actions closely align.
  - For example, a similar amount of respondents believe the recommend weekly exercise amount is 2.5 hours or more (59%) and claim to exercise this amount (58%).
Exercise Habits & Barriers (Cont.)

Work is the most common factor preventing consumers from exercising more, followed closely by just being too tired.

• The top factors stopping people from exercising more include:
  – Obligations with work or their job (41%)
  – Being too tired (37%)
  – Obligations with family & friends (28%)
  – Being too out of shape (14%)

• Americans might exercise more if they had less obligations, either professional or personal, got more sleep, or were more in shape to begin with.

• Men are considerably less likely than women to let things get in the way of their exercise routine, with one-quarter (27%) saying nothing prevents them from exercising more, compared to only 19 percent of women.

Few monitor their heart rate when exercising or use fitness apps to track daily activity.

• Half (49%) of Americans who exercise weekly have never monitored their heart rate during exercise, compared with just 20 percent who monitor it always or most of the time.

• Further, only 11 percent of consumers regularly track their daily activity pattern on a phone or tablet fitness app.
Misperceptions about Exercise and Health Conditions
According to those who usually exercise weekly, most say that losing or maintaining weight is the number one motivator, but fewer are aware of what it takes to actually do so.

• Half (51%) of Americans exercise to lose or maintain their weight.
• Although weight loss and weight maintenance are key exercise motivators, only 31 percent of consumers know that they need to burn or cut out 500 calories from their diet to lose one pound a week.

Clear misperceptions exist among consumers when it comes to exercise and health conditions.

• Misperception #1: Only one-third (34%) of Americans are aware that someone with heart disease needs to exercise the same amount as someone without heart disease.
  – Women are more likely than men to correctly be aware that those with heart disease need to exercise the same amount as someone without (39% vs. 28%, respectively).
  – More consumers (45%) actually think people with heart disease need to exercise more than someone without.
• Misperception #2: The majority of Americans (81%) incorrectly believe that someone with high cholesterol needs an exercise stress test before starting an exercise program. Only 15 percent are aware that they don’t.
Knowledge of Cardiac Rehabilitation

Many consumers understand the benefits of using cardiac rehabilitation for a variety of health situations.

- Most Americans (82%) know that cardiac rehabilitation can reduce mortality rates from heart disease by about half.
- Furthermore, many recognize when cardiac rehabilitation can be beneficial, including after a heart attack (70%), heart surgery (69%), chronic angina (63%), congestive heart failure (63%), and stenting (62%).
EXERCISE HABITS & BARRIERS

While most Americans usually exercise weekly, external factors often get in the way of them exercising more.
While the majority of Americans usually exercise for at least 30 minutes each week, many are still not getting the recommended 2.5 hours per week.

**86 percent of Americans usually exercise on a weekly basis…**

**Frequency of weekly exercise**

- At least 5 hours: 27% (Women), 38% (Men)
- At least 4 hours: 11% (Women), 11% (Men)
- At least 2.5 hours: 16% (Women), 14% (Men)
- At least 1.5 hours: 15% (Women), 10% (Men)
- At least 30 minutes: 15% (Women), 13% (Men)
- Never: 15% (Women), 13% (Men)

However, two-fifths (40%) are exercising less than the recommend amount… (2.5 hours)

…and only 20 percent of Americans know that at least 2.5 hours is the right amount of weekly exercise.

Men are more likely than women to exercise for a longer amount of time.

38% percent of men exercise at least five hours per week, compared to only 27% percent of women.
People likely believe that whatever amount they are exercising is the right amount, as perceptions and actions closely align.

**Belief of recommended weekly exercise time**

- At least 5 hours: 19%
- At least 4 hours: 20%
- At least 2.5 hours: 20%
- At least 1.5 hours: 16%
- At least 30 minutes: 22%
- Don't know/Refused: 2%

**Frequency of weekly exercise**

- At least 5 hours: 32%
- At least 4 hours: 11%
- At least 2.5 hours: 15%
- At least 1.5 hours: 12%
- At least 30 minutes: 14%
- Never: 14%

A similar amount of Americans believe the recommend amount of weekly exercise is 2.5 hours or more as those who claim to exercise this amount.

Q1. Which, if any, of the following best describes how often you usually exercise weekly? N=1,009
Q7. How much moderate aerobic exercise do you think is recommended weekly for healthy adults? N=1,009
Work is the most common factor preventing consumers from exercising more, followed closely by just being too tired.

![Barriers to Exercising More]

- **Obligations with work/your job**: 41%
- **Being too tired**: 37%
- **Obligations with family/friends**: 28%
- **Nothing prevents you from exercising more**: 23%
- **You are too out of shape**: 14%
- **Other**: 9%
- **Don't know**: 1%

**Men are considerably less likely to let things get in the way of them exercising more:** 27 percent say nothing prevents them from exercising more, compared to only 19 percent of women.

**Work obligations hold back Americans in the Northeast more so than other locations, while tiredness does so for those in the West.**
Few monitor their heart rate when exercising or use fitness apps to track daily activity.

How often do you monitor your heart rate during exercise?

- Never: 49%
- Rarely: 18%
- Sometimes: 13%
- Most of the time: 9%
- Always: 11%

Interestingly, use of a fitness app to track daily activity pattern is fairly consistent across respondents ages 18-64.

Do you use a phone/tablet fitness app for tracking daily activity pattern?

- 72% No, never
- 22% Yes
- 6% You used to, but do not any longer

Of those who have used a phone/tablet fitness app, only 11% do so regularly. (7% do so sometimes, while 4% do so rarely)

Q2. How often do you monitor your heart rate during exercise? N=863 (usually exercise weekly)
Q5. Do you use a phone/tablet fitness app to track your daily activity pattern? N=1,009
MISPERCEPTIONS ABOUT EXERCISE AND HEART DISEASE

There is room for improvement when it comes to Americans’ awareness and understanding of proper exercise procedures as they relate to heart disease.
Americans have plenty of motivators, but are not quite sure what it takes to accomplish their goals.

**Biggest Motivators to Exercise**

- To lose or maintain weight: 34%
- To reduce stress: 32%
- To benefit your heart: 26%
- To gain energy: 25%
- To build muscle: 20%
- Other: 7%
- None of these: 1%

*Women* are considerably more motivated to exercise to **lose or maintain weight** while *men* are more motivated to **build muscle**.

**Belief of amount of daily calories needed to burn/cut out of diet to lose one pound a week**

- 13% believe it takes 200 calories
- 20% believe it takes 350 calories
- 31% believe it takes 500 calories
- 29% believe it takes 700 calories
- 7% believe that they don't know/refused.

While losing/maintaining weight is a key exercise motivator, few are aware that it takes **500 calories** to burn one pound a week.
Clear misperceptions exist among consumers when it comes to exercise and health conditions.

Misperception #1: Many Americans believe people with heart disease need *more* exercise

More: 45%
The same amount: 34%
Less: 15%

Reality: Those with heart disease need the *same amount* of exercise as healthy adults

Misperception #2: A vast majority of Americans believe someone with high cholesterol *needs an exercise stress test* before starting an exercise program

Yes: 81%
No: 15%
Don't know/Refused: 4%

Reality: Those with high cholesterol *do not need to do an exercise stress test*

Q9. Do you think someone with heart disease needs to exercise more, less or the same amount as someone who does not have heart disease? N=1,009
Q10. Do you think it is necessary for someone with high cholesterol to have an exercise stress test before starting an exercise program? N=1,009
Many consumers understand the benefits of using cardiac rehabilitation for a variety of health situations.
Cardiac rehabilitation is thought to be beneficial for a variety of health situations, and most Americans know its impact on mortality rates.

Most Americans (82%) know that cardiac rehabilitation can reduce mortality rates from heart disease by about half.

Cardiac rehabilitation is thought to be beneficial...

- After a heart attack: 70%
- After heart surgery (bypass or valve surgeries): 69%
- After experiencing chronic angina or chest pain: 63%
- After congestive heart failure: 63%
- After stenting (tubes inserted to open narrowed heart arteries): 62%
- None of the above: 5%
- Don't know/Refused: 6%

Q11. Cardiac rehabilitation is a medically supervised program designed to improve health by identifying and reducing risk factors that lead to cardiovascular disease. Which, if any, of the following do you think describes when cardiac rehabilitation could be beneficial? Please select all that apply. N=1,009

Q12. True or False: Cardiac rehabilitation can reduce mortality rates from heart disease by about half. N=1,009